

IBS

Intercollegiate Broadcasting System

507 Fifth Avenue, New York 17, N. Y.

RATE CARD NO.

4

EFFECTIVE JANUARY 1, 1947

This rate card is published for the convenient reference of advertisers and agencies and is not to be considered as an offer of facilities.

GENERAL INFORMATION

IBS is a national system of college campus radio stations designed to reach college students. A list of the individual stations will be found at the end of this card.

Campus stations operate during the academic year only, and broadcast for two semesters of 13 weeks each. Semesters start approximately October 1 and February 1.

Broadcasting hours: Evening hours 7:00 to 11:00 PM local time available on all stations unless otherwise noted. Afternoon and morning hours, and hours 6:00 to 7:00 PM and 11:00 to 12:00 PM available on many stations.

Either network service or local origination may be used at no difference in rates. On network programs certain stations are served by transcription, and carry programs on a later schedule.

LENGTH OF COMMERCIAL COPY

Total length
of broadcast:

5 minutes	1:45
10 minutes	2:00
15 minutes	2:30
25 minutes	2:45
30 minutes	3:00
60 minutes	6:00

NEWS SERVICES

AP wire service available for network programs and for many local programs.

MUSIC CLEARANCE

ASCAP, BMI, and SESAC. No additional charges.

TALENT

Time charges include services of regular staff announcer and engineer; advisory services of program and engineering staffs available without extra charge. Package programs and talent fees submitted on request.

TRANSCRIPTIONS

Standard equipment in all stations includes double turntables for 78 RPM and one or more turntables for 33-1/3 RPM. Transcriptions accepted at all hours. Transcribed material may be used on network programs with approval of Program Department.

TRANSCRIPTION LIBRARIES

Not used

INSTANTANEOUS REFERENCE RECORDINGS

Air-check transcriptions of network programs will be provided at nominal rates.

ORIGINATION FACILITIES

Network programs may originate in IBS studios or auditoriums in New York, N. Y., Cambridge, Mass., Swarthmore, Penn., or Ithaca, N. Y. at no extra charge. Other points of origin may be used; rates on request.

Local programs may originate in station studios or auditorium at no extra cost. Other points at rates on request.

UNACCEPTABLE PRODUCTS

Any spirituous or "hard" liquor. Some medicinal products including laxatives.

POLITICAL BROADCASTS

Carried on sustaining time only.

COMMISSION

Commission to advertising agencies recognized by IBS on time charges only—15%.

Cash discount—none.

All accounts billed monthly from New York.

CONTRACT REQUIREMENTS

All program material and commercial copy subject to approval of IBS. Contracts accepted for periods up to 26 weeks.

Commercial copy for local programs will be distributed to individual stations if supplied to IBS office ten days in advance.

DISCOUNTS

Frequency discount on number of broadcasts ordered as follows:

13 times	2 1/2%
26 times	5%
39 times	7 1/2%
52 times	10%
104 times	12 1/2%
130 times	15%

Group discounts, taken before frequency discount, as follows:

1 group, or Basic Ivy Network 2 1/2%

Any 2 groups, or Basic Ivy Network and one supplementary network group 5%

All three groups, or full Ivy Network 7 1/2%

On network programs, the discount earned by ordering specified groups shall apply to all stations ordered.

Where an advertiser uses the same or greater service beyond an initial 26 week period, he will be entitled to the same rate and/or discount earned during the initial 26 weeks. This provision shall not be construed as providing rate or discount protection beyond a 26 week period in the event of rate and/or discount change.

GENERAL BROADCAST ADVERTISING

(Rates for periods longer than one hour are in exact proportion to the one-hour rate.)

Full System — All Stations (After deduction of all discounts.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 wds.
1 time	\$721.50	\$432.90	\$288.60	\$144.30	\$72.15	\$50.50
13 times	703.46	422.08	281.38	140.69	70.34	49.24
26 times	685.42	411.25	274.17	137.09	68.54	47.97
39 times	667.39	400.43	266.95	133.48	66.74	46.71
52 times	649.35	389.61	259.74	129.87	64.93	45.45
104 times	631.31	378.79	252.52	126.26	63.13	44.19
130 times	613.27	367.96	245.31	122.65	61.33	42.92

GROUP RATES — after group discounts but subject to frequency discount

IVY NETWORK — BASIC STATIONS

(These stations must be ordered to obtain network service)

			1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 wds.
WHCM	Harvard	Cambridge, Mass.	\$ 50	\$ 30	\$ 20	\$ 10	\$ 5	\$ 3.50
WBRU	Brown	Providence, R. I.	40	24	16	8	4	2.80
WYBC	Yale	New Haven, Conn.	50	30	20	10	5	3.50
WKCR	Columbia	New York, N. Y.	50	30	20	10	5	3.50
WPRU	Princeton	Princeton, N. J.	40	24	16	8	4	2.80
WXPB	Pennsylvania	Philadelphia, Pa.	50	30	20	10	5	3.50
		Total	280	168	112	56	28	19.60
		Net this group	273	163.80	109.20	54.60	27.30	19.11

SEACOAST SUPPLEMENTARY STATIONS

(Available individually with Basic network)

			\$ 20	\$ 12	\$ 8	\$ 4	\$ 2	\$ 1.40
WRAD	Radcliffe	Cambridge, Mass.	\$ 20	\$ 12	\$ 8	\$ 4	\$ 2	\$ 1.40
WBS	Wellesley	Wellesley, Mass.	30	18	12	6	3	2.10
UCBS	U. of Connecticut	Storrs, Conn.	50	30	20	10	5	3.50
WES	Wesleyan	Middletown, Conn.	20	12	8	4	2	1.40
WHAV	Haverford	Haverford, Penna.	20	12	8	4	2	1.40
		Total	140	84	56	28	14	9.80
		Net this group	136.50	81.90	54.60	27.30	13.65	9.55
		Net this group plus Basic	399.00	239.40	159.60	79.80	39.90	27.93

INLAND SUPPLEMENTARIES

(Available as a group with basic network)

			\$ 30	\$ 18	\$ 12	\$ 6	\$ 3	\$ 2.10
WBRG	Bucknell	Lewisburg, Penna.	\$ 30	\$ 18	\$ 12	\$ 6	\$ 3	\$ 2.10
WYBR	Cornell	Ithaca, N. Y.	50	30	20	10	5	3.50
WHC	Hamilton	Clinton, N. Y.	20	12	8	4	2	1.40
UCRS	Union	Schenectady, N. Y.	30	18	12	6	3	2.10
WMS	Williams	Williamstown, Mass.	30	18	12	6	3	2.10
		Total	160	102	68	34	17	11.90
		Net this group	156	93.60	62.40	31.20	15.60	10.92
		Net this group plus Basic and Seacoast Supplementaries	536.50	321.90	214.60	107.30	53.65	37.55

TRANSCRIPTION SUPPLEMENTARIES

(Available individually with Basic)

			\$ 50	\$ 30	\$ 20	\$ 10	\$ 5	\$ 3.50
BRN	U. of Alabama	University, Alabama	\$ 50	\$ 30	\$ 20	\$ 10	\$ 5	\$ 3.50
KBYU	Brigham Young U.	Provo, Utah	40	24	16	8	4	2.80
WCIT	Carnegie Tech.	Pittsburgh, Penna.	30	18	12	6	3	2.10
WWC	Stephens	Columbia, Missouri	30	18	12	6	3	2.10
WMWC	Mary Washington	Fredricksburg, Virginia	30	18	12	6	3	2.10
WMAC	MacMurray College	Jacksonville, Ill.	20	12	8	4	2	1.40
		Total (net)	200	120	80	40	20	14.00
		Net this group plus Basic	468	280.80	187.20	93.60	46.80	32.76
		Net this group plus Basic and Seacoast Supplementaries	589	353.40	235.60	117.80	58.90	41.23
		Net this group plus Basic and Inland Supplementaries	608	364.80	243.20	121.60	60.80	42.56

Discount Groups for Non-Network Programs

I. MEN'S COLLEGES

Harvard, Wesleyan, Yale, Princeton, Haverford, Hamilton, Union, Williams

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 wds.
Net this group	253.50	152.10	101.40	50.70	25.35	17.74
Net this group plus group II	370.50	222.30	148.20	74.10	37.05	25.93
Net this group plus group III	617.50	370.50	247.00	123.50	61.75	43.22

II. WOMEN'S COLLEGES

Radcliffe, Wellesley, Stephens, Mary Washington, MacMurray

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 wds.
Net this group	126.75	76.05	50.70	25.35	12.67	8.58
Net this group plus group III	494.00	296.40	197.60	98.80	49.40	34.58

III. CO-EDUCATIONAL COLLEGES

Brown, Connecticut, Columbia, Pennsylvania,
Bucknell, Cornell, Brigham Young, Alabama, Carnegie Tech

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 wds.
Net this group	380.25	228.15	152.10	76.05	38.02	26.62

PERSONNEL

Executive Chairman	GEORGE ABRAHAM
Technical Manager	DAVID BORST
Business Manager	PAUL YERGIN
Program Manager	DAVID LINTON
Station Relations Manager	SONIA-JANE BROWN

OFFICES

507 Fifth Avenue, New York 17, N. Y. Vanderbilt 6-6075
2808 Erie Street S. E., Washington 20, D. C. Franklin 9045
706 Sanders Avenue, Schenectady 2, N. Y. SChenectady 3-6028

REPRESENTATIVES

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